

Listing of Claims

The following listing of claims replaces any pending claims. Inserted text is shown as underlined ("___") and deleted text is shown as stricken ("~~—~~").

1-16. (Canceled)

17. (Currently Amended) ~~The method of claim 16, wherein the step of die cutting the web comprises the step of generating~~ A printing method comprising the steps of:

providing a web for a web-fed flexographic printing process, the web having a micro-optic structure and an eye-mark, the micro-optic structure being located at a predefined position on the web, the eye-mark being located at a fixed position on the web with reference to the predefined position of the micro-optic structure;

determining a feed rate for the web-fed flexographic printing process, the feed rate being determined using the eye-mark;

feeding the web at the determined feed rate;

overprinting a layer onto the surface of the web, the layer being printed using the web-fed flexographic printing process; and

die cutting the web to generate identification tags.

18. (Canceled)

19. (Currently Amended) An identification tag produced by a process comprising the steps of:

providing a web for a web-fed flexographic printing process, the web having a micro-

optic structure and an eye-mark, the micro-optic structure being located at a predefined position on the web, the eye-mark being located at a fixed position on the web with reference to the predefined position of the micro-optic structure;

determining a feed rate for the web-fed flexographic printing process, the feed rate being determined using the eye-mark;

feeding the web at the determined feed rate; and

overprinting a layer onto the surface of the web, the layer being printed using the web-fed flexographic printing process; and

die cutting the web to generate the identification tag.

20-39. (Canceled)

40. (New) A printing method comprising the steps of:

providing a web for a web-fed flexographic printing process, the web having a three-dimensional stereogram located at a predefined position on the web, the web further having an eye-mark, the eye-mark being located at a fixed position on the web with reference to the predefined position of the three-dimensional stereogram;

determining a feed rate for the web-fed flexographic printing process, the feed rate being determined using the eye-mark;

feeding the web at the determined feed rate; and

overprinting a layer onto the surface of the web, the layer being printed using the web-fed flexographic printing process.

41. (New) An identification tag created by the method of claim 40.

42. (New) A printing method comprising the steps of:
providing a web for a web-fed flexographic printing process, the web having a marking
located at a predefined position on the web, the marking being configured to project a predefined
image in response to the marking being irradiated by a laser, the web further having an eye-mark,
the eye-mark being located at a fixed position on the web with reference to the predefined
position of the marking;

determining a feed rate for the web-fed flexographic printing process, the feed rate being
determined using the eye-mark;

feeding the web at the determined feed rate; and

overprinting a layer onto the surface of the web, the layer being printed using the web-fed
flexographic printing process.

43. (New) An identification tag created by the method of claim 42.

44. (New) A printing method comprising the steps of:
providing a web for a web-fed flexographic printing process, the web having a
holographic image located at a predefined position on the web, the holographic image being

configured to alter its visual appearance when viewed at different angles, the web further having an eye-mark, the eye-mark being located at a fixed position on the web with reference to the predefined position of the holographic image;

determining a feed rate for the web-fed flexographic printing process, the feed rate being determined using the eye-mark;

feeding the web at the determined feed rate; and

overprinting a layer onto the surface of the web, the layer being printed using the web-fed flexographic printing process.

45. (New) An identification tag created by the method of claim 44.

46. (New) A printing method comprising the steps of:

providing a web for a web-fed flexographic printing process, the web having a unique serial number located at a predefined position on the web, the web further having an eye-mark, the eye-mark being located at a fixed position on the web with reference to the predefined position of the unique serial number;

determining a feed rate for the web-fed flexographic printing process, the feed rate being determined using the eye-mark;

feeding the web at the determined feed rate; and

overprinting a layer onto the surface of the web, the layer being printed using the web-fed flexographic printing process.

47. (New) An identification tag created by the method of claim 46.
48. (New) The identification tag of claim 19, wherein the micro-optic structure is a three-dimensional stereogram.
49. (New) The identification tag of claim 19, wherein the micro-optic structure is a marking configured to project a predefined image in response to the marking being irradiated by a laser.
50. (New) The identification tag of claim 19, wherein the micro-optic structure is a hologram configured to alter its visual appearance when viewed at different angles.
51. (New) The identification tag of claim 19, wherein the micro-optic structure is a microprint having a predefined pattern.
52. (New) The identification tag of claim 19, wherein the micro-optic structure is a nanoprint having a predefined pattern.